

**FROM A  
FACEBOOK LIKE  
TO A  
WORKER LEADER:**

REAL ONLINE-TO-OFFLINE ORGANIZING

# KELCIE GLASS



Kelcie's communications career and projects force her to be ahead of the social media curve, and to find new and innovative ways to help organizations grow. She maximizes the effectiveness of social media channels for her clients, by creating one-of-a-kind campaigns, having consistent messaging across platforms, and by using untapped marketing tactics to create leads. She is currently a social media organizer for CWA's T-Mobile Workers United, Verizon Workers Rising, and Committee for Better Banks campaigns. In addition to her social media expertise, she is heavily evolved in community relations and non-profit work.

# CHRISTIAN NORTON

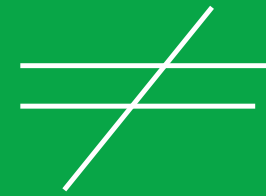


Christian specializes in helping unions and non-profits use digital tools to further their organizing and communications goals. He spent nearly a decade working directly for non-profit organizations while in Washington, DC, including as Communications Director at Working America.

While at Concerted Action he has worked with 60 different organizations using proven email-, ad- and social media-based strategies, and leveraging powerful digital tools to generate real activism and recruit members. Christian is also the leading expert in Action Network, providing migrations, integrations, customizations and support for most of the major partners.

# TRAINING DESCRIPTION

ONLINE TO OFFLINE

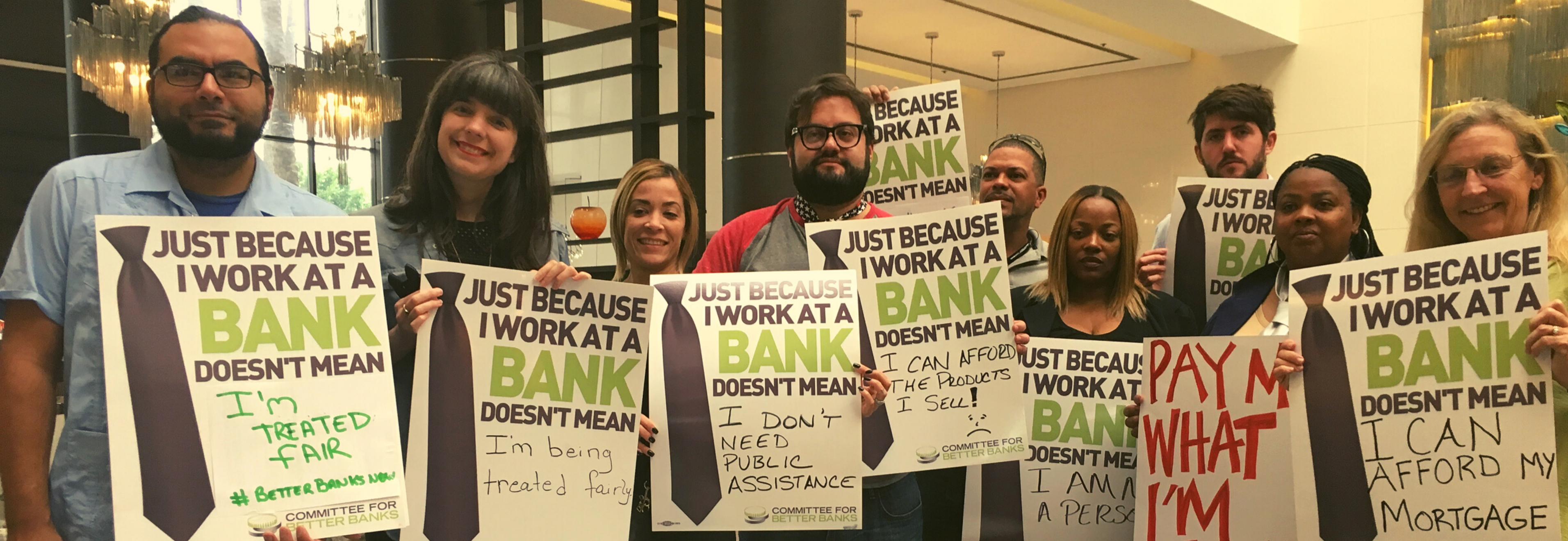


EVENT TURNOUT

Social media tools are extremely powerful and can be used to build real organizational power.

Through the lens of our bank worker organizing efforts, we'll share both a strategic overview as well as specific best-practices on building a real online-to-offline pipeline.





# COMMITTEE FOR BETTER BANKS

The Committee for Better Banks is a coalition of bank workers, community and consumer advocacy groups, and labor organizations coming together to improve conditions in the bank industry. We work for just wages, career paths and job security for front-line bank workers.



# DIGITAL ORGANIZING GOALS & VICTORIES:

- ✓ Find and recruit new CBB members
- ✓ Build a strong group of workers around the country.
- ✓ Build a ladder of engagement for online to offline.
- ✓ Create a community of online activists.
- ✓ Develop leaders inside the online community.







Amplify the voice of workers in the financial industry to demand better conditions at their workplace.



Hold Wells Fargo accountable for their unethical practices.



Forced Wells Fargo CEO Tim Sloan to resign through accountability campaigns.



Got a \$20 minimum wage for Bank of America workers. First \$20/hr pay in the financial industry.



Had the first U.S. bank union win in decades at Beneficial State Bank.











# FACEBOOK LIKE TO WORKER LEADER PIPELINE

## GENERATING LEADS & ORGANIZER HANDOFFS

- ★ Let's mirror traditional offline workplace organizing
- ★ The organizer with a clipboard camped out at the worksite.
- ★ Low touch, broadcast communication versus high touch, targeted outreach





## Organic Versus Paid

- ★ These organizing projects need both.
- ★ That means a public Facebook page, a private Facebook group, promoted posts and targeted ad campaigns.
- ★ Digital and 'Traditional' organizers will be actively participating in the pages and groups. Goal is still to develop a relationship and trust.
- ★ The company may notice!





## Organizer handoff

- ★ Organizers must be ready to engage with new leads within one to two hours after generation.

If no communication happens within the first 24 hours, leads usually go cold.
- ★ Organizers need to be active in Messenger and be ready to follow up via text message and phone calls.
- ★ TIP - Set up automated systems to push leads directly to organizers and into your follow up databases or shared GoogleDocs.





## TRUST IS KEY

Build trust with the newly engaged member, learn more than just their work issues. Build a relationship with them and continue to engage.



## BUILD A COMMUNITY

With trust, we can build a community of people who support and trust each other, even if they find each other only through online platforms.



# ORGANIC STRATEGIES

Create organic content that move the organizing forward.

Validate key campaign messages using supporting evidence (news articles and research)

Give your social media pages a peer/member voice with worker quotes and photos.

Actively respond to comments, encourage conversations by asking questions and move detailed comments to a private message.



# PAID STRATEGIES

## TYPES OF ADS



Promoted



Surveys and petitions



Lead forms



Messenger





## Accurate targeting

- ★ Employer targeting is the key!
- ★ If employment is not part of your campaign, try making different combinations of industries, interests or location.
- ★ Always also use exclusionary targeting on top of your other targeting! Limit by geographic, conservative or liberal interests.
- ★ Geographic, look-a-like, ideological or demographic targeting **isn't enough!**





# Promoted

- You need a standing promoted post budget that you can use freely.
- Boost for reactions or messages. The most important take away for promoted posts are higher engagement and reach or important shares.



"About one-third of bank tellers were on some form of public assistance, from Medicaid to food stamps, according to a 2013 report from the [Committee for Better Banks](#)... After that report was published several banks raised wages for tellers and other employees." - CNBC Finance



CNBC.COM

**Bank of America is raising its minimum wage for employees to \$20 an hour**

**16,684**

People Reached

**3,203**

Engagements

Boost Post

👍👎❤️ 307

60 Comments 114 Shares

" If Wells Fargo is to rebuild the nation's trust, it must be willing to invest in its employees, and raises of 1-2% do not show such a commitment." - Alex Ross, Wells Fargo employee



**If Wells Fargo is to rebuild the nation's trust, it must be willing to invest in its employees, and raises of 1-2% do not show such a commitment.**

Alex Ross, Wells Fargo Employee





# Surveys and Petitions

- These ads work more like other advocacy or electoral ad you may have run.
- More data on surveys will have higher CPA. Lower CPA will have more responses but less active leads for petitions.



The wheels are still off at [Wells Fargo](#) and the bank is still broken! We're coming to DC next week when Wells Fargo CEO Tim Sloan is testifying before Congress.

Please sign our petition demanding that Sloan meets with the [Committee for Better Banks](#) and our allies, so we can get the wheels back on at Wells Fargo! [#WheelsAreOffWF](#) <https://buff.ly/2ERI3Ar>

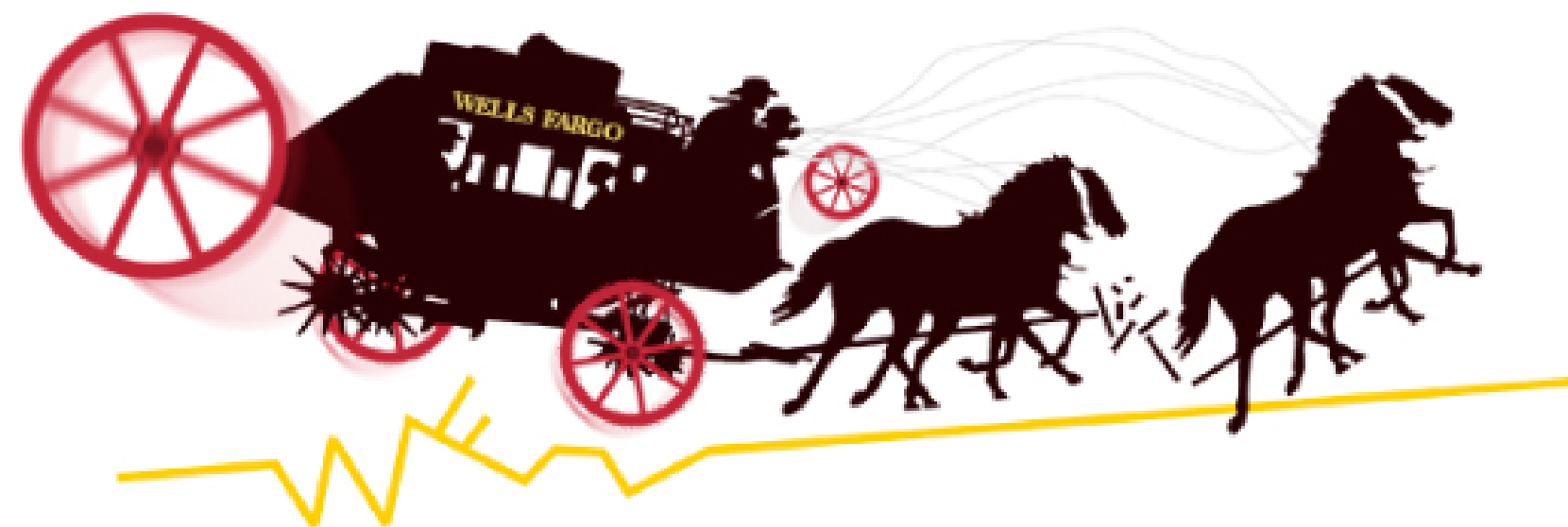
#WheelsAreOffWF

**SIGN OUR PETITION DEMANDING THAT TIM SLOAN MEETS WITH THE COMMITTEE FOR BETTER BANKS AND OUR ALLIES.**



FOR BETTER BANKS

# THE WHEELS ARE OFF



## Wheels Are Off at Wells Fargo

Target: Wells Fargo

Wells Fargo is still broken! Despite assurances, many workers still have unattainable metrics. Incentive pay based on increasing customers' loan volumes and checking account balances is going up. The toxic, high-pressure sales culture,

19,298  
Signatures  
Collected

Only 6,302  
more until our  
goal of 25,600

**SIGN THIS  
PETITION**





## Lead Form

- The 2nd best paid social media ad tool, after messenger ads.
- Easy to set up and can generate very viable leads.
- Still needs rapid follow up with a text message or phone call





### We want to hear from you!

The Committee for Better Banks is coalition of current and former bank workers and community groups fighting to improve the banking industry.

How do you feel about working in the banking industry? Share your thoughts with us! We may follow up with you to learn more about you answers!

Learn more by providing your info below.

Which of these issues at work is most important to you?

Are you a current or former bank worker?

What bank do or did you work for?

Email

Phone number

State

First name

Last name

By clicking Submit, you agree to send your info to Committee for Better Banks who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy.](#) [Privacy Policy.](#)





# Messenger

- Messenger ads have been the MOST effective tool when taking conversations from a like to offline action.
- They are effective because they take a sometimes uncomfortable and too public conversation to an intimate one on one conversation.
- Messenger ads have helped us master and also shorten the pipeline from initial engagement to member, activist, and advocate.





# Messenger


- With active and engaged organizers these can be really high performing ads and very cost effective.
- Make sure to correctly set up your auto-responder so it matches the ads.



# Edit the Standard Template

## Text Greeting

Welcome people to the Messenger conversation with a text greeting.

Hi Sol ! Please let us know how we can help you.

[Add Personalization](#)

## Frequently Asked Questions

Suggest questions that people might want to ask after clicking your ad. [Learn More.](#)


Can I learn more about your business? 43

Can you tell me more about your ad? 45

Is anyone available to chat? 52


[+Add automated responses](#)


## Messenger Preview






5:58 PM

Hi Sol! Please let us know how we can help you.

Can I learn more about your business? 

Can you tell me more about your ad? 

Is anyone available to chat? 



Want to include photos, videos and more? Use a [Custom Template.](#)





Carolina Guevara

Assigned to Commit...



✓ Mark as done

9/28/18, 5:45 PM

Carolina Guevara replied to an ad.

Hi Carolina! Which bank do you work at?

I use to work for Wells Fargo, left after they increased the teller to \$15 per hour and I was a Service Manager and was pay \$16 with a lot of responsibility and for 5 months I was the only manager at my location! Basically I was also the Branch Manager with no pay! I ask for personal leave and my manager did not know what that was! Question me I need to call HR when HR told me the only person can approve that was my manager, I was so disappointed and angry I was working for that company for



Ilya Borukhov

Assigned to Commit...



✓ Mark as done

9/27/18, 1:07 PM

Ilya Borukhov replied to an ad.

Hi Ilya! Which bank do you work at?



Wells Fargo

9/27/18, 3:29 PM

How is everything going at your workplace?

Sent by Sol Freire Figueroa [?]

It's getting better but

Not 100%

No goals but you know they still



Write a reply...





# ORGANIZER HANDOFF

Remember the goal is not to build a huge Facebook presence, it's to win for workers.

You must have buy in from your organizers. They are critical to this whole thing.

Follow up has to happen immediately. If you wait people will completely forget the online contact.

Call, email, text, Facebook message your organizers. Do whatever it takes to make sure someone is doing follow up.

That's you maybe!



# 'Traditional' Organizers

## **ONE**

Actively oversee and read comments in posts

## **THREE**

Follow up with the leads directly: messenger, call, text

## **TWO**

Comment and engage with people on the page.

## **FOUR**

Activate them with an ask - petition, worker call, town hall, worksite action, closed Facebook group.



# Zapier & Google Docs

- Let technology help you with the handoffs.
- Zapier connects things together. Forms or petitions to emails, spreadsheets.
- If you have a fancy organizing database use it; otherwise use a Google Sheet to keep leads in one place.

Do this ...  
**3. Send Outbound Email**

✓ Choose App & Event

^ Customize Outbound Email

To (Required)  
emahoney@cwa-union.org,  
nweiner@cwa-union.org,  
SFreire@nycommunities.org, leads@concertedaction.consulting  
Can be a comma separated list of emails. Limited to 5.

Subject (Required)  
New Facebook BotW Lead **1. Created Time:** 2019-04-25T16:27:27+0000

Body (HTML Or Plain) (Required)  
New Facebook BotW Lead  
**1. First Name:** test lead: dumm... for first\_name **1. Last Name:** test lead: dumm...a for last\_name  
**1. Phone Number:** test lead: dumm...or phone\_number  
**1. Email:** test@fb.com  
**1. State:** test lead: dumm... data for state  
Currently working at BotW? **1. Do You Currently Work For Bnp Or Bank Of The West?:** test lead: dumm...nk\_of\_the\_west?  
**1. Which Of These Issues At Work Is Most Important To You?:** test lead: dumm...portant\_to\_you?  
**Adset Name:** **1. Adset Name:** No data  
**1. Created Time:** 2019-04-25T16:27:27+0000

You can place HTML in here and we will send it as is. If this is plain text, we will try to convert it to some very basic HTML for greater client compatibility.

Attachment





## Going Back Online: Closed FB Group

- Creating a Closed Facebook Group and inviting new social media leads to it is a great next step.
- We have found that it is less intimidating and can be useful for leads that are not as strong as others.
- It is a safe space for workers to connect and talk about workplace issues, all while learning more about your organization in a private space.
- You can create questions to vet new membership requests. Only members can see who is in the group.



## Goals of Closed FB Group

- Build community
- Receive immediate feedback from workers
- Encourage workers to share and ask questions
- Turn passive engagers to members





Joined ▾  Notifications [Share](#) [More](#)

ns [Share](#) [More](#)

### About This Group

#### Description [Edit](#)

Bank workers around the country coming together to support our customers and improve our industry, because we care about more than just the bottom line.

Join the conversation. Posts in the group are private. The name of this group and the name of its members are not.

For more information or to find ways to get involved you can reach a member of The Committee for Better Banks at (347) 915-3439.

Private  
Only members can see who's in the group and what they post

Visible  
Anyone can find this group

General

#### HISTORY

Group created on Se  
[See More](#)

#### CATEGORIZE POSTS

Add topics to posts to help  
find the information they

#### INVITE MEMBERS

#### SUGGESTED MEMBERS

- Friends
- Sydney Glass Harle
- Char Kendell

### Membership Questions

Question 1 [...](#)

Hi! This is a group for bank workers only. What bank do you work at?

Question 2 [...](#)

What is your position at your bank?

Question 3 [...](#)

Contact information

### Group Rules

Create group rules and ask pending members to agree to them.

[Create Rules](#)



🔔 Wells Fargo team 🔔

Has anyone "raised their hand"  
at their branch? 🙄🙄

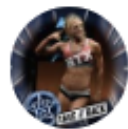
Share your story with us!

👍❤️😬 James VanderZanden, Shannon Bade and 10 others 15 Comments

👍 Like

💬 Comment

View 2 more comments



**Ashley Wirt** I was in Corporate Banking at WF. I raised my hand to my manager's manager. He told her and she retaliated for 11 weeks until I finally went on medical leave for PTSD, Depression, and an Anxiety Disorder I picked up along the way. I escalated to HR ... [See More](#)

Like · Reply · 7w · Edited

👍❤️😬 3

👉 **Brian Jackson** replied · 4 Replies

My first year  
in Banking



After 10  
Years...



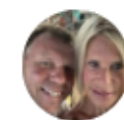
**PenFed Workers United** is at PenFed (Alexandria, VA).  
October 25 at 7:18 AM · Alexandria, VA

Happy Friday!

😂👍😬 Shannon Bade and 29 others 17 Comments

👍 Like

💬 Comment



**Lisa Young** Julie Gress Miller, omg this was us at Wells Fargo except we weren't smoking were on blood pressure pills and anti-anxiety 🤔🤔🤔🤔



# **SOCIAL MEDIA COMMITTEE**

ACTIVE CAMPAIGN MEMBERS WHO ENGAGE WITH NEW CONTENT, RESPOND QUICKLY TO COMMENTS, AND HELP GIVE CAMPAIGN A REAL MEMBER VOICE.

Great way to give members a role in recruitment and recognizes their importance in this process.

# QUESTIONS?

**KELCIE  
GLASS**

**CHRISTIAN  
NORTON**

[ConcertedAction.consulting/call](https://ConcertedAction.consulting/call)  
[Facebook.com/ConcertedAction](https://Facebook.com/ConcertedAction)